



**thanks to**  
**Mayor GIBSON**

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**NEWARK'S image**  
**is up**

Under the Gibson Administration, Newark is moving ahead. The new Newark International Airport and a major expansion of Port Newark both promise exciting economic benefits. New construction at the City's four colleges has begun. A new school of Architecture and a School of Criminal Justice will be located in Newark. In addition, several new industries have been located in the City's waterfront industrial park.

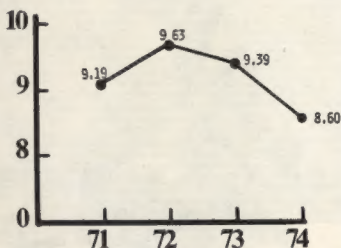
On the National scene, Mayor Gibson has moved to bring the needs of Newark's citizens to the attention of federal and state officials. In his capacity as a Trustee of the U.S. Conference of Mayors and Board Members of the National League of Cities, Mayor Gibson was one of the major architects of the General Revenue Sharing Bill which brought, millions of federal dollars from Washington to be spent on Newark needs. In all, Mayor Gibson has successfully brought Newark's message to the nation.



# thanks to Mayor GIBSON property taxes are down

How did Mayor Gibson reduce property taxes for two consecutive years, especially with inflation? He brought in more state and federal money to offset your taxes (outside revenue is up from \$61.3 million to \$131 million in 4 years). He cut over \$1.5 million from the City payroll in 3 years. He improved Newark's credit rating, thus saving money for Newark taxpayers. And Mayor Gibson negotiated an increase in Port Authority payments. Under the previous Administration, property taxes financed 65% of the budget. Under Mayor Gibson, they pay for just 44% of the budget. It's the break Newark taxpayers have been hoping for!

**TAX RATE HISTORY  
CITY of NEWARK  
1974 BUDGET**



**thanks to Mayor GIBSON**  
**education**  
**programs**  
**are up**

Education has always been a number one priority of the Gibson Administration. In 1971 the Mayor established the Mayor's Education Task Force to bring all facets of education together, replacing conflict with cooperation. In addition, the Mayor successfully applied his efforts to attract new federal and state dollars for the Newark Board of Education. The need for bilingual education programs was recognized. The Newark Adult Basic Education and high school equivalency programs were expanded. Under Mayor Gibson's leadership, quality education has top priority. And he has a program to make it happen.



**thanks to Mayor GIBSON**

# **crime is down**

Crime is down in Newark . . . by a dramatic 12%. And the decline continues, thanks to more men and more programs launched by Mayor Gibson. He beefed-up the Police force with over 100 new men. He returned the walking patrolmen to the streets during high crime periods. Other crime-fighting innovations were a plan to modernize police communications and set up a 911 emergency number . . . high-intensity street lighting in the neighborhoods . . . team policing . . . and high impact patrolling in public housing. What's more, court delays are being cut. More resources are focusing on helping the repeater break the cycle. Tough enforcement, fast justice, effective correction — that's the Gibson way to fight crime!





# thanks to Mayor GIBSON housing and rehabilitation are up

Under Mayor Gibson, much needed housing has been built. Community-based housing corporations are building 712 new units at a cost of \$29 million dollars. With the cooperation of the Newark Housing Authority and private developers, Newark will build an additional 276 units costing \$11 million dollars. Programs of scatter-site and in-fill housing have been developed. All this at a time when the federal government stopped its housing program. Rehabilitation of existing housing has also been a major element of the Gibson housing strategy. Prior to President Nixon's freeze on housing, Newark had been praised for one of the country's outstanding rehabilitation programs.



**thanks to Mayor GIBSON**

# **health care services are up**

Once Newark had the worst health statistics in the nation. But Mayor Gibson is turning that around with new Neighborhood Health Centers, a coordinated drug treatment program for addicts, and numerous child care centers that do a lot more than just babysit. In addition, a centralized ambulance service has been established for every Ward so you get to a hospital in three minutes! Newark's health care services were never better — thanks to Mayor Gibson.



thanks to Mayor **GIBSON**

# **senior citizens programs are up**

Under the Gibson Administration our elderly were not forgotten. An Office of Elderly Affairs has been established to coordinate and expand programs for housing, social services, education and health care. Every day several hundred hot meals are served in senior citizen centers. Numerous social activities bring seniors together. Retired people with skills are finding jobs in public service agencies. Poor and handicapped seniors are getting door-to-door transportation. Security and dignity. That's the Gibson program for seniors.





# thanks to Mayor GIBSON recreation activities are up

One of the significant accomplishments of Mayor Gibson's Administration has been the establishment of the Recreation and Parks Department in 1972. For the first time in the City's history, Newark had a full-time, year-round agency to meet the recreational needs of its citizens — sports leagues were organized and special summer programs were established. Recently, the City undertook a \$6 million expansion of its neighborhood parks thanks to Mayor Gibson's efforts in Washington and Trenton.



**thanks to Mayor GIBSON**

# **house abandonment is down**

Housing abandonment is a national problem. Under Mayor Gibson a Demolition Program was established in Newark which tore down 1500 buildings and boarded up over 500 structures. In addition, the Mayor has also taken steps to reduce the annual rate of abandonment. Neighborhood stabilization programs and an early warning abandonment abatement program were developed. Both provide financial assistance for basic home repairs to avoid abandonment. A New Home Improvement Loan Program was begun, supervised by the Newark Housing Development and Rehabilitation Corporation. City-owned properties were returned to the tax rolls through land auctions. And recently, the Mayor has taken steps to finalize a new Homestead Program to make rehabilitated properties available to Newark citizens.

**thanks to Mayor GIBSON**

# **environmental problems are down**

Once a clean and healthful Newark was just a dream. Now it is becoming a reality, because of the environmental accomplishments of the Gibson Administration. Newark outlawed lead-based paint while establishing a screening program for 30,000 children. To control rats and other pests, the city spent \$2 million on extermination in 4 years and inspected 42,800 homes and apartments. 12,000 abandoned cars were hauled from the streets. 62 million pounds of garbage was cleared from lots and alleys. And the City Air Pollution Code is now one of the toughest in New Jersey.

**thanks to Mayor GIBSON**

# **physical improvements are up**

There's something brand new in this year's city budget: almost \$7 million to repair and rebuild Newark's sewers, streets and other properties. And there is now a full-time Engineering Department to make sure Newark gets what it pays for. There will be 7 new storm sewers and more frequent cleaning of the entire system to end backups and flooding. A new sewer for Market Street. Repairs on the main water supply aqueduct to raise water pressure and quality. All new street signs, city-wide. Re-designed traffic patterns to help cut accidents and tie-ups. And major rehabilitation of firehouses, health and recreation centers, the City pools, branch libraries and Symphony Hall.

**thanks to Mayor GIBSON**

# **fires and false alarms are down**

Newark had ten years of rising fires and false alarms before Mayor Gibson took office. Then things began to turn around. More buildings were inspected. 1500 vacant buildings were torn down. Out-of-the-way fire alarm boxes were relocated. Result: in 1973 there was a sharp decline in total fires, deaths due to fires, and false alarms. 1974 should be even better. 800 old alarm boxes will be replaced with 2-way phones and additional modern fire equipment has been purchased. Under Mayor Gibson, Newark's Fire Department has been rated as one of the best in the nation.

Newark Elections 1974

Gibson Campaign Headquarters  
869 Broad Street  
Newark, New Jersey 07102

**Don't let  
Newark down  
on Tuesday  
May 14  
Show up  
and Vote for  
Mayor GIBSON  
CONTINUE  
PROGRESS!**

vote

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